

## TOWN COUNCIL

September 11, 2019

TO: Matthew W. Hart, Town Manager

FROM: Essie S. Labrot, Town Clerk/Council Clerk

*Essie S. Labrot*

The Town Council at its meeting held on September 10, 2019 set for public hearing on October 22, 2019 at 7:15 p.m. in the Legislative Chamber and referred to Town Plan and Zoning and the Capital Region Council of Governments the following Ordinance Permitting Sponsorship Signs in Municipal Parks.

Attachment: Ordinance

cc: Pat Alair, Corporation Counsel  
Garmon Newsom, Assistant Corporation Counsel  
Mark McGovern, Director of Community Services  
Todd Dumais, Town Planner  
Helen Rubino-Turco, Director of Social & Leisure Services  
Marc Blanchard, Leisure Services Manager  
Caitlin Palmer, Capitol Region Council of Governments  
Kevin Ahern, Chair, Town Plan & Zoning Commission



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### **AN ORDINANCE PERMITTING SPONSORSHIP SIGNS IN MUNICIPAL PARKS**

**WHEREAS**, the ordinances of the Town of West Hartford currently prohibit advertising signage in municipal parks, and;

**WHEREAS**, youth leagues organize and operate recreational sports activities under the auspices of the All Sports Council on Town-owned facilities managed by the Town of West Hartford Department of Leisure Services pursuant to special use permits granted by the Plan and Zoning Commission and;

**WHEREAS**, youth leagues solicit sponsorships from local businesses to mitigate the cost of recreation to their participants and, on occasion, partner with the Town to support maintenance or capital improvement projects, and;

**WHEREAS**, West Hartford Town Council has determined that some signage may be acceptable in municipal parks and playfields to further encourage such sponsorships, subject to appropriate regulation

**NOW, THEREFORE, BE IT ORDAINED BY THE TOWN COUNCIL OF WEST HARTFORD THAT** Subsection 177-33E of the West Hartford Code of Ordinances is hereby amended by the addition of the following subparagraph thereto:

**(13)** Sponsorship signs in municipal parks and playfields. Each sign installed pursuant to this section must be located at a field of play owned or operated by the Town of West Hartford that for which a special use permit has been issued by the Plan and Zoning Commission.

(a) Maximum individual sign area: Single-faced only, 20 square feet

(b) Maximum number of signs: No limit but restricted to locations identified below.

(c) Location: 15 feet back of street line and facing the field of play. Must be attached to an outfield, end line or end zone fence associated with the field of play.

(d) Duration: Sponsorship signs shall be removed immediately after the completion of the playing season and in no case shall be permitted for a period longer than five months in a calendar year.

(e) No permit required.

(f) The provisions of this subparagraph 13, permitting sponsorship signs in municipal parks and playfields, shall expire on October 31, 2021 unless the Town Council, acting as the Town's zoning authority, readopts this subparagraph before said date.

(Deleted language is bracketed. New Language is underlined.)

(Dodge, Wenograd)

9/10/19

Approved as to form and legality:

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Patrick G. Alair, Corporation Counsel

**A Policy Regarding the Approval of Sponsorship Signage Within Town Parks**

By ordinance adopted on \_\_\_\_\_ the Town Council of West Hartford enabled the installation of sponsorship signage at playing fields within the Town's parks. This policy is established to guide the manner in which the Town administration will implement said ordinance.

- A. Subject to the requirements of West Hartford Code of Ordinances §177-33E(13), signage identifying sponsors of sports teams and/or leagues will be permitted at playing fields owned or operated by the Town of West Hartford but excluding those athletic fields located on the grounds of the West Hartford public schools, subject to the following limitations:
- (1) Signs may be allowed annually by the Town Manager or his/her designee prior to the start of the playing season of the league or team being sponsored. Signs will be allowed only for the duration of said playing season, including any post-season tournaments.
  - (2) Signs shall be installed only during the playing season when fields are actively in use by those leagues and/or teams sponsored by the entity identified on the sign. Signs shall be removed immediately after the completion of the playing season. In no case shall any sign be permitted for a period longer than five months in a calendar year.
  - (3) Signs shall only be permitted for for-profit business entities and tax-exempt nonprofit organizations sponsoring teams or leagues that are active members of the West Hartford All-Sports Council and/or their opposing teams.
  - (4) The Town Manager or his/her designee may refuse to permit signage identifying: (a) any activity which would be illegal or contrary to public policy when undertaken by minors; and/or (b) any entity primarily engaged in the business of offering services or products which would be illegal when purchased by minors.
  - (5) No signage will be permitted that: (a) endorses or opposes any candidate for elective office; or (b) expresses support or opposition to any issue that is the subject of a referendum.
  - (6) Each sign shall be of a uniform 5'x4' size.
  - (7) All signs shall be printed on a uniform white color background.
  - (8) Signs shall be located to face the field of play and must be attached to an outfield, end line or end zone fence associated with the field of play. Whenever possible, signs shall not face adjacent residential areas or roadways.
  - (9) It shall be the responsibility of each league and/or team to print, maintain, install, remove, repair, replace and store its own signs.